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Bull
9.18.01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Thomas Apple et al. Art Unit : 2672
Serial No. : 08/736,143 Examiner : Blackman, A.
Filed : October 28, 1996
Title : MEDIA WALL FOR DISPLAYING FINANCIAL INFORMATION

BOX AF

Commissioner for Patents
Washington, D.C. 20231

STATEMENT OF THE SUBSTANCE OF THE INTERVIEW

Applicants confirm that their representatives Denis G. Maloney, Josh Wymard and Christopher Centurelli met with Primary Examiner Jeffery Brier and Examiner Anthony Blackman on March 29, 2001 and that the attached interview summary accurately reflects their discussion. Applicants note, however, that a demonstration of the NASDAQ Custom Logo ticker found at www.nasdaq.com occurred during the interview.

Applicant asks that all claims be allowed. Please apply any other charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 08/22/01

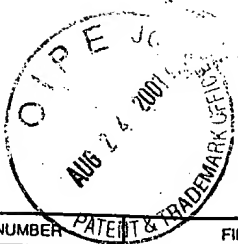
Christopher Centurelli
Christopher Centurelli
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CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

August 22, 2001
Date of Deposit
Megan O'Meara
Signature
Megan O'Meara
Typed or Printed Name of Person Signing Certificate



UNITED STATES DEPARTMENT OF COMMERCE
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|--------------------|-------------|-----------------------|---------------------|
| APPLICATION NUMBER | FILING DATE | FIRST NAMED APPLICANT | ATTORNEY DOCKET NO. |
|--------------------|-------------|-----------------------|---------------------|

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| Docketed By Practice |
| Action Code <u>STMT of INTERVIEW</u> |
| Base Date: <u>5-22-01</u> |
| Due Date: <u>8-22-01</u> |
| Deadline: <u>11-22-01</u> |
| Initial: _____ |

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| EXAMINER |
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| ART UNIT | PAPER NUMBER |
|----------|--------------|

DATE MAILED:

INTERVIEW SUMMARY

All participants (applicant, applicant's representative, PTO personnel):

- (1) Dennis G. Maloney (3) Christopher Centurioni
(2) John Wilmard (4) Jeff Buser
Date of Interview 3/29/2001 (5) Anthony BLACKMAN

Type: ☐ Telephonic ☐ Televideo Conference ☐ Personal (copy is given to ☐ applicant ☒ applicant's representative).

Exhibit shown or demonstration conducted: ☐ Yes ☐ No If yes, brief description: _____

Agreement ☐ was reached. ☒ was not reached.

Claim(s) discussed: 17, 27, 32

Identification of prior art discussed: MARSHALL (5,675,746), Eisberg (5,339,392)

Description of the general nature of what was agreed to if an agreement was reached, or any other comments: Important features

- (1) Logos or Graphic Symbols juxtaposed with financial/text data
(2) Differences between logos, stock ticker symbols & trademarks
(3) Advantages - avoid investor confusion and enhance a company's brand awareness

(A fuller description, if necessary, and a copy of the amendments, if available, which the examiner agreed would render the claims allowable must be attached. Also, where no copy of the amendments which would render the claims allowable is available, a summary thereof must be attached.)

☐ It is not necessary for applicant to provide a separate record of the substance of the interview.

Unless the paragraph above has been checked to indicate to the contrary, A FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION IS NOT WAIVED AND MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW.

Examiner Note: You must sign this form unless it is an attachment to another form.

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| Docketed By Billing Secretary |
| Due Date: _____ |
| Deadline: _____ |
| Initials: <u>mqc</u> |